

WHAT IS CLAIMED IS:

1. An information processing apparatus which acquires preset-recording data for preset-recording a television program from a predetermined information providing apparatus via a network and, on the basis of said preset-recording data, controls preset-recording of said television program, comprising:

selecting means for selecting said television program to be preset-recorded;

transmitting means for transmitting television program identifying information for identifying said television program selected by said selecting means to said information providing apparatus;

receiving means for receiving said preset-recording data and advertisement-associated data from said information providing apparatus in response to said television program identifying information;

recording means for recording said television program to an information recording medium on the basis of said preset-recording data received by said receiving means;

reproducing means for reproducing said television program recorded to said information recording medium by said recording means; and

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display control means for controlling the displaying of said advertisement-associated data received by said receiving means.

2. The information processing apparatus according to claim 1, wherein said display control means controls the displaying of said advertisement-associated data received by said receiving means at least during the reproduction of said television program by said reproducing means.

3. An information processing method for an information processing apparatus which acquires preset-recording data for preset-recording a television program from a predetermined information providing apparatus via a network and, on the basis of said preset-recording data, controls preset-recording of said television program, said information processing method comprising the steps of:

selecting said television program to be preset-recorded;

transmitting television program identifying information for identifying said television program selected in the selecting step to said information providing apparatus;

receiving said preset-recording data and

advertisement-associated data from said information
providing apparatus in response to said television
program identifying information;

recording said television program to an information
recording medium on the basis of said preset-recording
data received in the receiving step;

reproducing said television program recorded to
said information recording medium in the recording step;
and

controlling the displaying of said advertisement-
associated data received in the receiving step.

4. A program storage medium storing a computer-
readable program for controlling an information
processing apparatus which acquires preset-recording data
for preset-recording a television program from a
predetermined information providing apparatus via a
network and, on the basis of said preset-recording data,
controls preset-recording of said television program,
said computer-readable program comprising the steps of:

selecting said television program to be preset-
recorded;

transmitting television program identifying
information for identifying said television program
selected in the selecting step to said information

providing apparatus;

receiving said preset-recording data and advertisement-associated data from said information providing apparatus in response to said television program identifying information;

recording said television program to an information recording medium on the basis of said preset-recording data received in the receiving step;

reproducing said television program recorded to said information recording medium in the recording step; and

controlling the displaying of said advertisement-associated data received in the receiving step.

5. An information processing apparatus which acquires preset-recording data for preset-recording a television program from a predetermined information providing apparatus via a network and, on the basis of said preset-recording data, controls preset-recording of said television program, comprising:

selecting means for selecting said television program to be preset-recorded;

transmitting means for transmitting television program identifying information for identifying said television program selected by said selecting means to

said information providing apparatus;

first receiving means for receiving advertisement-associated data from said information providing apparatus in response to said television program identifying information;

display control means for controlling the displaying of said advertisement-associated data received by said first receiving means;

notification means for notifying, if a predetermined condition is satisfied after the displaying of said advertisement-associated data is started by said display control means, said information providing apparatus thereof;

second receiving means for receiving said preset-recording data from said information providing apparatus in response to the notification from said notifying means; and

recording means for recording said television program to an information recording medium on the basis of said preset-recording data received by said second receiving means.

6. The information processing apparatus according to claim 5, wherein said predetermined condition is a predefined correlation between television program and

advertisement.

7. The information processing apparatus according to claim 5, wherein said predetermined condition is a predefined correlation between television program keyword and advertisement.

8. The information processing apparatus according to claim 5, further comprising:

reproducing means for reproducing said television program recorded to said information recording medium by said recording means.

9. The information processing apparatus according to claim 8, wherein said display control means controls the displaying of said advertisement-associated data received by said first receiving means while said reproducing means is reproducing said television program.

10. An information processing method for an information processing apparatus which acquires preset-recording data for preset-recording a television program from a predetermined information providing apparatus via a network and, on the basis of said preset-recording data, controls preset-recording of said television program, said information processing method comprising the steps of:

selecting said television program to be preset-

recorded;

transmitting television program identifying information for identifying said television program selected in the selecting step to said information providing apparatus;

receiving advertisement-associated data from said information providing apparatus in response to said television program identifying information;

controlling the displaying of said advertisement-associated data received in the first receiving step;

notifying said information providing apparatus thereof if a predetermined condition is satisfied after the displaying of said advertisement-associated data is started in the display control step,;

receiving said preset-recording data from said information providing apparatus in response to the notification from the notifying step; and

recording said television program to an information recording medium on the basis of said preset-recording data received in the second receiving step.

11. The information processing method according to claim 10, wherein said predetermined condition is a predefined correlation between television program and advertisement.

12. The information processing method according to claim 10, wherein said predetermined condition is a predefined correlation between television program keyword and advertisement.

13. A program storage medium storing a computer-readable program for controlling an information processing apparatus which acquires preset-recording data for preset-recording a television program from a predetermined information providing apparatus via a network and, on the basis of said preset-recording data, controls preset-recording of said television program, said computer-readable program comprising the steps of:

selecting said television program to be preset-recorded;

transmitting television program identifying information for identifying said television program selected in the selecting step to said information providing apparatus;

receiving advertisement-associated data from said information providing apparatus in response to said television program identifying information;

controlling the displaying of said advertisement-associated data received in the first receiving step;

notifying said information providing apparatus

thereof if a predetermined condition is satisfied after the displaying of said advertisement-associated data is started in the display control step;

receiving said preset-recording data from said information providing apparatus in response to the notification from the notifying step; and

recording said television program to an information recording medium on the basis of said preset-recording data received in the second receiving step.

14. The program storage medium according to claim 13, wherein said predetermined condition is a predefined correlation between a television program and an advertisement.

15. The program storage medium according to claim 13, wherein said predetermined condition is a predefined correlation between television program keyword and advertisement.

16. An information providing apparatus which provides preset-recording data for preset-recording a television program to an information processing apparatus via a network, comprising:

receiving means for receiving a television program identifying information from said information processing apparatus;

generating means for generating said preset-recording data for preset-recording said television program corresponding to said television program identifying information;

acquiring means for acquiring advertisement-associated data corresponding to said television program identifying information from a predetermined site; and

transmitting means for transmitting said preset-recording data generated by said generating means and said advertisement-associated data acquired by said acquiring means to said information processing apparatus.

17. The information providing apparatus according to claim 16, wherein said acquiring means acquires first advertisement-associated data preset to said television program corresponding to said television program identifying information from a first site.

18. The information providing apparatus according to claim 16, wherein said acquiring means acquires a keyword preset to said television program from a second site and second advertisement-associated data corresponding to said keyword from said first site.

19. The information providing apparatus according to claim 18, wherein said transmitting means also transmits said keyword to said information processing

apparatus.

20. The information providing apparatus according to claim 16, wherein said transmitting means transmits said preset-recording data to said information processing apparatus after said advertisement-associated data has been displayed on said information processing apparatus.

21. An information providing method for an information providing apparatus which provides preset-recording data for preset-recording a television program to an information processing apparatus via a network, said information providing method comprising the steps of:

receiving a television program identifying information from said information processing apparatus;

generating said preset-recording data for preset-recording said television program corresponding to said television program identifying information;

acquiring advertisement-associated data corresponding to said television program identifying information from a predetermined site; and

transmitting said preset-recording data generated in the generating step and said advertisement-associated data acquired by said acquiring means to said information processing apparatus.

22. A program storage medium storing a computer-readable program for controlling an information providing apparatus which provides preset-recording data for preset-recording a television program to an information processing apparatus via a network, said computer-readable program comprising the steps of:

receiving a television program identifying information from said information processing apparatus;

generating said preset-recording data for preset-recording said television program corresponding to said television program identifying information;

acquiring advertisement-associated data corresponding to said television program identifying information from a predetermined site; and

transmitting said preset-recording data generated in the generating step and said advertisement-associated data acquired by said acquiring step to said information processing apparatus.